

Data Integration for Analytics and Data Warehousing



PALO ALTO
DATABASES

Rapidly develop and govern data pipelines for faster insights

Key Advantages

Single platform for all your data integration needs

InfoLink is a comprehensive platform that covers all aspects of data integration: connectivity, transformation, data quality, and data governance. Completeness of functionally empowered by coherent platform design allows you to implement the best solution possible and also to avoid integrating tools from various vendors.

Coherent and flexible design of InfoLink

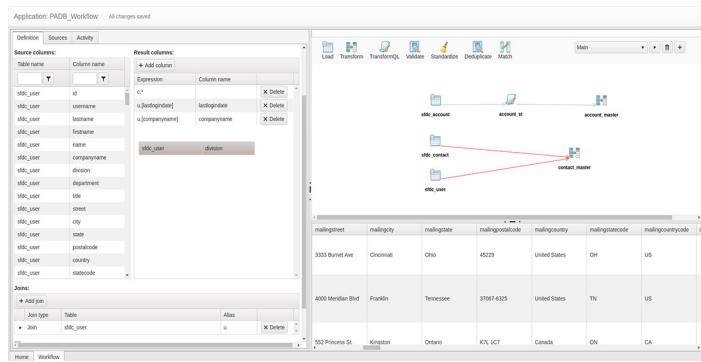
You need to learn just a few simple principles to start using InfoLink. You will see those principles in every function of InfoLink that makes development intuitive and a pleasure. One of such principles is an open multi-layered architecture: high-level functionality is implemented using lower-level operations that are first-class citizens in InfoLink. It allows for great reuse and customization just via configuration (ie without coding). Such easy configurability cannot be achieved in other systems that are based on built-in functionality and/or components gathered through acquiring vendors.

High performance and scalability

InfoLink implements powerful approach of in-database execution that allows you to achieve maximum performance by avoiding costly data round-trips between systems and by choosing a staging system the most efficient for your task. Transparent implementation of the in-database execution mechanism allows you to get maximum speed with minimum configuration effort.

Industry research estimates data scientists are spending nearly 80% of their time on cumbersome data preparation tasks. DataOps teams, including data engineers, data scientists, and data analysts, must find, access, blend, cleanse, and transform the data they need into high-quality and governed datasets before it can be shared and consumed by the business to support a plethora of use cases including analytics and AI-enabled workloads.

InfoLink streamlines the process of preparing data for business analysis. Its coherent design, based on just a few simple principles, provides business analysts and data engineers with a powerful and easy-to-use platform suitable for rapid development.



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Data Preparation Process in InfoLink

Infolink supports the entire lifecycle from initial data discovery and integration to automation of regular data updates and maintenance tasks



Connecting

Employ 80+ native connectors to extract data from cloud and on-premise sources (such as CRM, ERP, relation and noSQL databases, and files) via universal interface. Advanced optimization allows you loading data at the highest speed possible.



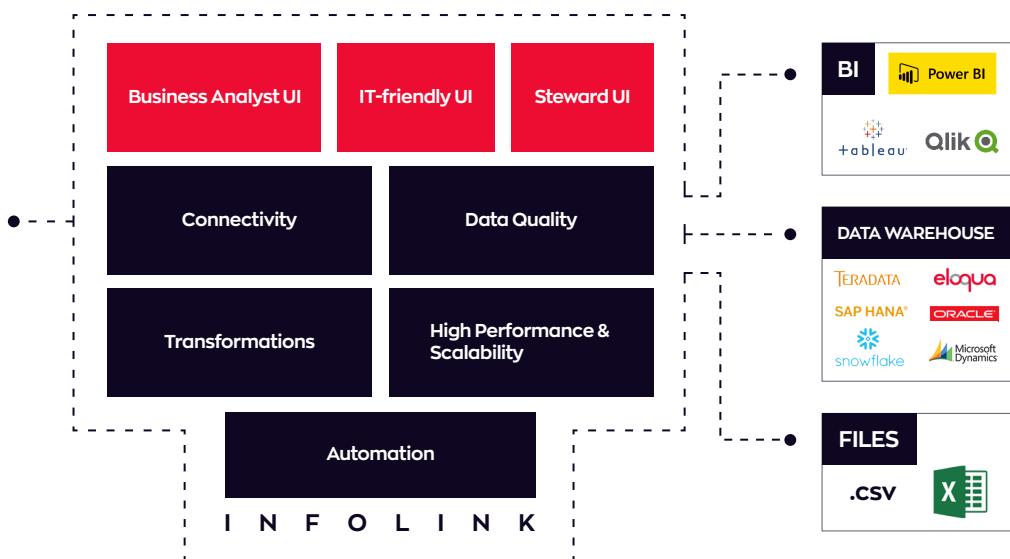
Discovering and Profiling Data

Explore your data via metadata search and data profiling. Meta-data search allows you to easily explore your data and find objects and attributes of interest. Powerful data profiler identifies irregularities and broken values, uncovers misaligned and hidden relationships.



Transforming data

Infolink provides a complete set of operations to manipulate your data: filter, join, rule-based column standardization, pivot, fuzzy match, and dozens more. Each operation has a drag-n-drop code-less interface. Yet advanced users can execute queries directly in the source-specific language (such as SQL, Salesforce SOQL, etc).



Enriching and Standardizing data

Integration with third-party data providers such as (DnB, SAP, Melissa Data, etc) allows you to augment the scope of your analysis by augmenting and standardizing your data.



Validating data

Validating input data and result data ensures meeting all the requirements and also guarantees that transformations do not get broken over time. InfoLink supports a rich set of rule-based validation functionality that can cover even the most sophisticated rules.



Publishing data

Publishing refers to using 80+ source connectors to deliver the result of data preparation to various target systems such as BI tools (e.g. Tableau, Power BI, Qlik), data warehouses, or files



PALO ALTO
DATA BASES

(650) 391-4298

www.paloaltodatabases.com

maxim@paloaltodatabases.com

Palo Alto, CA